The Record

SEP 1 1 1968

Local Marketing Unit Formed

WESTWOOD—Roy A. Lord, former national advertising sales manager for packaged goods of "Life" magazine, has joined with Ed Mooney, president of the Ed Mooney Co., to form Mooney, Lord & Associates, Inc., specialists in creative marketing dialogue, at 223 Old Hook Road.

Mooney, Lord & Associates will develop specific programs for problems within the community of interest between buyer and seller, and between manufacturer and distributor.

Executive associates of Mooney and Lord are Gordon Lovell, recently retired as executive assistant to the chairman of the executive committee of IBM and Knox Ide, former chairman of the board of Personna and former president of American Home Products. They will offer specialized skills and experience in a wide variety of fields. Four additional associates will be announced shortly.

Lord joined Time, Inc. in 1946 as a retail representative for "Life" sales and was named Detroit manager the following year. He was later with both the New York and Chicago sales staffs of "Life" and in 1954 became Minneapolis manager. He returned to New York in 1962 as grocery products sales manager and in 1965 was appointed packaged goods sales manager. In 1967, he was named national advertising sales manager for packaged goods and was a member of the "Life" plans board.

Mooney was a sales representative for Gerber Products. In the early 1950s, he was appointed national circulation sales manager for "Everywoman's" magazine and subsequently joined Compton Advertising, Inc. as a grocery trade account executive and marketing specialist in national brand food accounts.

In 1959, Mooney joined "Life" as grocery merchandising manager and in 1963 was named editor and publication director of "Chain Store Age" supermarket magazine. In 1966, he founded Ed Mooney Co. here, specialists in food industry dialogue.

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AMERICAN HAIRDRESSER
NEW YORK, N. Y.
MONTHLY 123,700

AUG 1968

Personna now a shaper blade

Personna Shaper Blades, made by the manufacturers of Personna Shaving Blades, are being introduced to the beauty market by Charles G. Spilo of Los Angeles, who has exclusive national distribution of this new line.

Personna Shaper Blades, introduced following an extensive marketing and testing program, are said to have unequalled sharpness and the inherent ability to maintain their keenness for a far longer period of time.

"An example of this," Charles Spilo reports, "is found in the shaping of wigs. Because wig hair is hard and dry, a conventional blade usually must be discarded after a single use. But by an exhaustive series of actual tests, the Personna Shape Blade permits speedy and skillful use for up to 15 wigs from a single blade."

Special coating adds mileage

Factors contributing to this extra blade mileage are said to be DuPont's fluorotelomer coating on super-stainless steel, and the precise manufacturing procedures which incorporate self-adjusting grinding and honing wheels.

Available now through dealers across the country, the Personna Shaper Blades fit all standard blade holders and are packed twelve 5-blade packages per clear plastic container.

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Source: https://www.industrydocuments.ucsf.edu/docs/hgjk0000